

What we claim is:

1. A composition for topical application to the skin comprising (a) a transparent component; (b) a non-interference platelet component having an average particle size of 25  $\mu$  or less, the platelet exhibiting a light transmission value of about 20% to about 70%, and a light reflectance value of about 10% to about 20%.
2. The composition of claim 1 which further comprises at least one supplemental component (c) which is a non-interference platelet component having a light transmission value of less than about 20%.
3. The composition of claim 1 in which the transparent component is a glass bead or microsphere.
4. The composition of claim 1 in which the platelet (b) is an alumina flake.
5. The composition of claim 1 in which the platelet is a titanium dioxide coated alumina flake having an average particle size of about 15 to about 22 $\mu$ .
6. The composition of claim 2 in which the non-interference component (c) is a pearlescent platelet having an average particle size of less than about 50 $\mu$ .
7. The composition of claim 6 in which the non-interference component is bismuth oxychloride.
8. The composition of claim 6 in which the platelet (c) comprises mica, at least one iron oxide and titanium dioxide.
9. The composition of claim 6 in which the platelet (c) is a metallic platelet comprising iron oxide and alumina.
10. The composition of claim 2 which comprises an additional supplemental component (d) which is an interference silica flake pigment.

11. The composition of claim 1 comprising (a) a glass bead or microsphere; (b) a non-interference platelet having an average particle size of 25  $\mu$  or less, the platelet exhibiting a light transmission value of about 20% to about 70%, and a light reflectance value of about 10% to about 20%; and optionally (c) a non-interference pearlescent or metallic platelet having a light transmission value of less than about 20% and (d) an interference silica flake pigment.

12. The composition of claim 1 which comprises at least one metal oxide pigment in an amount of less than about 15%.

13. The composition of claim 12 in which the metal oxide is a nanopigment.

14. The composition of claim 1 which is a whitening product.

15. A composition for topical application to the skin comprising at least one transparent component which is a solid glass sphere having an average particle size of about 4.5 microns, and a maximum particle size of about 13 microns, and a refractive index of about 1.51.

16. A topical powder composition comprising (a) a hollow glass sphere; and (b) a non-interference platelet having a light transmission value of about 30 to about 70% and a light reflectance value of about 14 to about 20%.

17. The composition of claim 16 in which the light transmission value of the platelet (b) is about 30 to about 45%, and the light reflectance value is about 14 to about 18%.

18. The composition of claim 17 further comprises at least one supplemental component (c) which is a non-interference platelet component having a light transmission value of less than about 20%.

19. A topical liquid composition comprising (a) a solid glass sphere; and (b) a non-interference platelet having a light transmission value of about 20 to about 70% and a light reflectance value of about 10 to about 14%.

20. The composition of claim 19 in which the light transmission value of the platelet (b) is about 20 to about 30% and the light reflectance value is about 10 to about 12%.

21. The composition of claim 19 which further comprises at least one supplemental component (c) which is a non-interference platelet component having a light transmission value of less than about 20%.

22. The composition of claim 18 which is a water and silicone emulsion.

23. The composition of claim 22 which is a water-in-silicone emulsion.

24. The composition of claim 22 which also comprises at least one silicone elastomer.